

## **PHOTOGRAPHIC & AUDIO-VISUAL SPECIALIST**

### **DEFINITION:**

Under direction, to perform work involving the development and production of a wide variety of photographic and audio-visual subjects, and to perform related work.

### **DISTINGUISHING CHARACTERISTICS:**

The two positions allocated to this class are found in the Chief Administrative Office and the Department of Public Works. Incumbents have two primary areas of responsibility: (1) performing photographic work for public relations, public information and record purposes, such as ceremonies, media and situational photos; and (2) producing slide and video programs with associated sound tracks and text. Photographic & Audio-Visual Specialist is distinguished from Audio-Visual Specialist in that the latter is not engaged in photographic work to any great extent nor is the latter allowed as great a degree of independent action.

### **EXAMPLES OF DUTIES:**

Plans, coordinates and performs photographic, audio-visual and video work; confers with clients regarding photographic, visual and audio interpretation of scenes and situations and the desired effect of the finished work product; maintains and makes minor repairs on cameras, audio-visual and video equipment; records and keeps records of work requests and costs; advises or trains clients on technical photographic, audio-visual and video techniques; suggests public relations and public information techniques; photographs Board of Supervisors and individual Board members, ceremonial presentations, news and feature story releases, situational photos for publications, and special request photos from various individuals, departments, and organizations; performs black and white darkroom work including mixing chemicals, process and printing negatives, enlarging, reducing, duplicating, mounting, framing and labeling prints; maintains photographic files; researches an assigned subject in order to collect and determine information of most importance to the intended audience; determines type of presentation format which is most feasible for subject and audience; plans and writes, or may assist in writing pamphlet/brochure/audio-visual script on assigned subject; determines the visual material to be used and employs necessary courses to procure and produce such material; prepares charts and overhead projection material; updates slide and presentation material files; maintains audio-visual equipment; integrates the audio and visual components into a finished slide, film, film-strip or video presentation and conducts presentations with the assistance of subject experts on assigned subjects; takes slides for special projects and television public service announcements; makes sound tracks for slide shows, including editing, mixing and special effects; makes sound recordings for public announcements.

### **MINIMUM QUALIFICATIONS:**

#### **Thorough Knowledge of:**

- Operation of cameras, audio-visual equipment, including projectors, video systems and recorders.
- Techniques employed in obtaining clear and accurate still pictures.
- Types of developers and chemical solutions most effective on various types of film and paper.
- Types of photo finishing and film processing equipment.
- Audio electronics including sound recording and mixing.

- Multimedia projection systems.

**General Knowledge of:**

- Color printing and processing equipment.
- Computer assisted graphics packages.
- Fire and safety precautions necessary during the operation of audio-visual equipment.

**Skills and Abilities to:**

- Develop negatives and make contact and projection prints.
- Make minor repairs to camera, video and associated equipment.
- Plan and produce still pictures, slides and videos with instructional, public relations, sales and evidential value.
- Meet and work with the public, government officials, and elected officers.
- Write scripts.

**EDUCATION/EXPERIENCE:**

Education, training and/or experience which clearly demonstrates possession of the knowledge, skills and abilities stated above. Examples of qualifying education/training/experience are: four (4) years of professional experience in taking, developing and processing black & white and color still photographs. Such experience must have included slide and video production work, experience disseminating information to the public through the development, production and presentation of audio-visual programs including the writing and editing of scripts, associated pamphlets and brochures, and the use of audio-visual equipment; OR, an Associate's degree in telecommunications, graphic art, commercial art, or a related fine art field, AND two (2) years of experience described above; OR, a Bachelor's degree in telecommunications, graphic art, commercial art or a related fine art field and one (1) year of experience described above.

**SPECIAL NOTES, LICENSES, OR REQUIREMENTS:**

**License:**

A valid California Class C driver's license is required by the time of appointment and must be maintained throughout employment in this class.

**Working Conditions:**

Exposure to very hot T.V. lights, heights, cleaning solvents and noise.

**Physical Requirements:**

The ability to lift, carry and transport video and other equipment weighing up to 75 pounds.